



WXYZ

ORDER

Print Date 08/29/12

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Flight Dates **10/16/12-10/22/12**

Contract / Revision **306307 /**

Original Date / Revision
07/30/12 07/30/12

Advertiser **CARE for Michigan**

Agency **Davis Group (The)**

Buying Contact

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Product

CARE for MI - Q4 Issue - 10.16-10.2

Agency Com 15%

Billing Contact

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # **1086**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 100% Market Value 86000

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	61	\$73,100.00	\$86,000.00	0.00	10/01/12	10/22/12	61	\$73,100.00	\$86,000.00
Totals	61	\$73,100.00	\$86,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/16/12	10/22/12	6am News M-F Action News 6am	CM	6-7am M-F	-----	:30	0	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	- 1111--		4		\$900.00		0.00					
		Week: 10/22/12	10/28/12	1-----		1		\$900.00		0.00					
N 2	WXYZ	10/16/12	10/22/12	GMA M-F 7-9am GMA	CM	7-9am M-F	-----	:30	0	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	- 1111--		4		\$900.00		0.00					
		Week: 10/22/12	10/28/12	1-----		1		\$900.00		0.00					
N 3	WXYZ	10/16/12	10/22/12	GMA SAT 7-8am	CM	SAT 7-8am	-----	:30	0	\$350.00	P-4	0.00	NM	1	\$350.00



WXYZ

Print Date: 08/29/12

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Contract / Revision **306307** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 07/30/12/ 07/30/12

Order Sep 00:30:00

Advertiser **CARE for Michigan**

Product **CARE for MI - Q4 Issue - 10.** Estimate # **1086**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
GMA SAT 7-8am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-					1	\$350.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 4	WXYZ	10/16/12	10/22/12	Action News SAT 8am	CM	SAT 8-9am	-----	:30	0	\$350.00	P-4	0.00	NM	1	\$350.00
Action News SAT 8am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-					1	\$350.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 5	WXYZ	10/16/12	10/22/12	GMA SUN 7-8am	CM	SUN 7-8am	-----	:30	0	\$350.00	P-4	0.00	NM	1	\$350.00
GMA SUN 7-8am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1					1	\$350.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 6	WXYZ	10/16/12	10/22/12	Action News SUN 8am	CM	Sun 8-930am	-----	:30	0	\$350.00	P-4	0.00	NM	1	\$350.00
Action News SUN 8am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1					1	\$350.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 7	WXYZ	10/16/12	10/22/12	M-F 11a-12n	CM	11am-12pm M-F	-----	:30	0	\$750.00	P-4	0.00	NM	5	\$3,750.00
M-F 11a-12n															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1111--					4	\$750.00		0.00			
		Week: 10/22/12	10/28/12	1-----					1	\$750.00		0.00			
N 8	WXYZ	10/16/12	10/22/12	12p Noon News	CM	12-1pm M-F	-----	:30	0	\$500.00	P-4	0.00	NM	5	\$2,500.00
12n-1p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1111--					4	\$500.00		0.00			
		Week: 10/22/12	10/28/12	1-----					1	\$500.00		0.00			
N 9	WXYZ	10/16/12	10/22/12	M-F 4-5pm	CM	4-5pm M-F	-----	:30	0	\$900.00	P-4	0.00	NM	4	\$3,600.00
Dr. Oz															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-111---					3	\$900.00		0.00			
		Week: 10/22/12	10/28/12	1-----					1	\$900.00		0.00			
N 10	WXYZ	10/16/12	10/22/12	6p News	CM	6-630pm M-F	-----	:30	0	\$1,200.00	P-4	0.00	NM	5	\$6,000.00
6-630pm M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1111--					4	\$1,200.00		0.00			
		Week: 10/22/12	10/28/12	1-----					1	\$1,200.00		0.00			
N 11	WXYZ	10/16/12	10/22/12	7p News	CM	7-730pm M-F	-----	:30	0	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
M-F 7-730p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1111--					4	\$1,200.00		0.00			
		Week: 10/22/12	10/28/12	1-----					1	\$1,200.00		0.00			
N 12	WXYZ	10/16/12	10/22/12	Early News Sa	CM	6-630pm Sat	-----	:30	0	\$750.00	P-4	0.00	NM	1	\$750.00
Sa 6-630p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-					1	\$750.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 13	WXYZ	10/16/12	10/22/12	Access M-F 730-8pm	CM	730-8pm M-F	-----	:30	0	\$1,800.00	P-4	0.00	NM	5	\$9,000.00
Ent Tonight															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1111--					4	\$1,800.00		0.00			

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 13	WXYZ	10/16/12	10/22/12	Access M-F 730-8pm Ent Tonight	CM	730-8pm M-F	-----	:30	0	\$1,800.00	P-4	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	1-----		1				\$1,800.00		0.00			
N 14	WXYZ	10/16/12	10/22/12	MO 8-10pm Dancing MO 8-10pm Dancing	CM	8-10p	-----	:30	0	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----		0				\$0.00		0.00			
	Week:	10/22/12	10/28/12	1-----		1				\$10,000.00		0.00			
N 18	WXYZ	10/16/12	10/22/12	Friday Prime C 20/20	CM	10-11pm Friday	-----	:30	0	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---- 1--		1				\$4,000.00		0.00			
	Week:	10/22/12	10/28/12	-----		0				\$0.00		0.00			
N 19	WXYZ	10/16/12	10/22/12	ABC Saturday Night Foot ABC's Saturday Night Foc	CM	SA 8pm-1130pm	-----	:30	0	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----- 1-		1				\$3,000.00		0.00			
	Week:	10/22/12	10/28/12	-----		0				\$0.00		0.00			
N 20	WXYZ	10/16/12	10/22/12	Sunday Prime B Once Upon a Time	CM	8-9pm Sunday	-----	:30	0	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----- 1		1				\$6,000.00		0.00			
	Week:	10/22/12	10/28/12	-----		0				\$0.00		0.00			
N 21	WXYZ	10/16/12	10/22/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun-	-----	:30	0	\$2,000.00	P-4	0.00	NM	6	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- 11111-		5				\$2,000.00		0.00			
	Week:	10/22/12	10/28/12	1-----		1				\$2,000.00		0.00			
N 22	WXYZ	10/16/12	10/22/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M-	-----	:30	0	\$750.00	P-4	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- 1111--		4				\$750.00		0.00			
	Week:	10/22/12	10/28/12	1-----		1				\$750.00		0.00			
N 23	WXYZ	10/16/12	10/22/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----	:30	0	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----- 1-		1				\$250.00		0.00			
	Week:	10/22/12	10/28/12	-----		0				\$0.00		0.00			
N 24	WXYZ	10/16/12	10/22/12	Tuesday Prime C Private Practice	CM	10-11pm Tuesday	-----	:30	0	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- 1-----		1				\$5,000.00		0.00			
	Week:	10/22/12	10/28/12	-----		0				\$0.00		0.00			
Totals														61	\$86,000.00